

You Can Beat 'Em... So Why Join 'Em?

Many owners of Fords and Chevrolets could have bought a new '64 Swope Pontiac for hundreds of dollars less than they paid for some similar model Ford or Chevrolet! So, why settle for less... enjoy the big car feel, fun, and fulfillment of a Swope Pontiac! Big that is in everything but price—because a Swope Pontiac is different!

**CHART
YOUR OWN DEAL AT
SWOPE
PONTIAC**



THE CAR		SWOPE'S PRICE	MONTHLY PAYMENT WITH YOUR CAR WORTH \$800
'64 TEMPEST		\$2311 ⁰⁰	\$39 ⁴¹ PER MO.
'64 LE MANS		\$2608 ⁰⁰	\$49 ²⁰ PER MO.
'64 TEMPEST CONVERTIBLE		\$2693 ⁰⁰	\$51 ⁴⁴ PER MO.
'64 CATALINA		\$2797 ⁵⁵	\$55 ⁹¹ PER MO.
'64 STAR CHIEF		\$3172 ³⁰	\$62 ⁶¹ PER MO.
'64 BONNEVILLE VISTA		\$3499 ³⁰	\$72 ³² PER MO.
'64 GRAND PRIX		\$3561 ⁵⁵	\$73 ⁹⁰ PER MO.

**\$95
DOWN**

Bring Swope
that... "Impossible Deal"
—the deal others tell
you "can't be made"
... Swope will make
that deal!

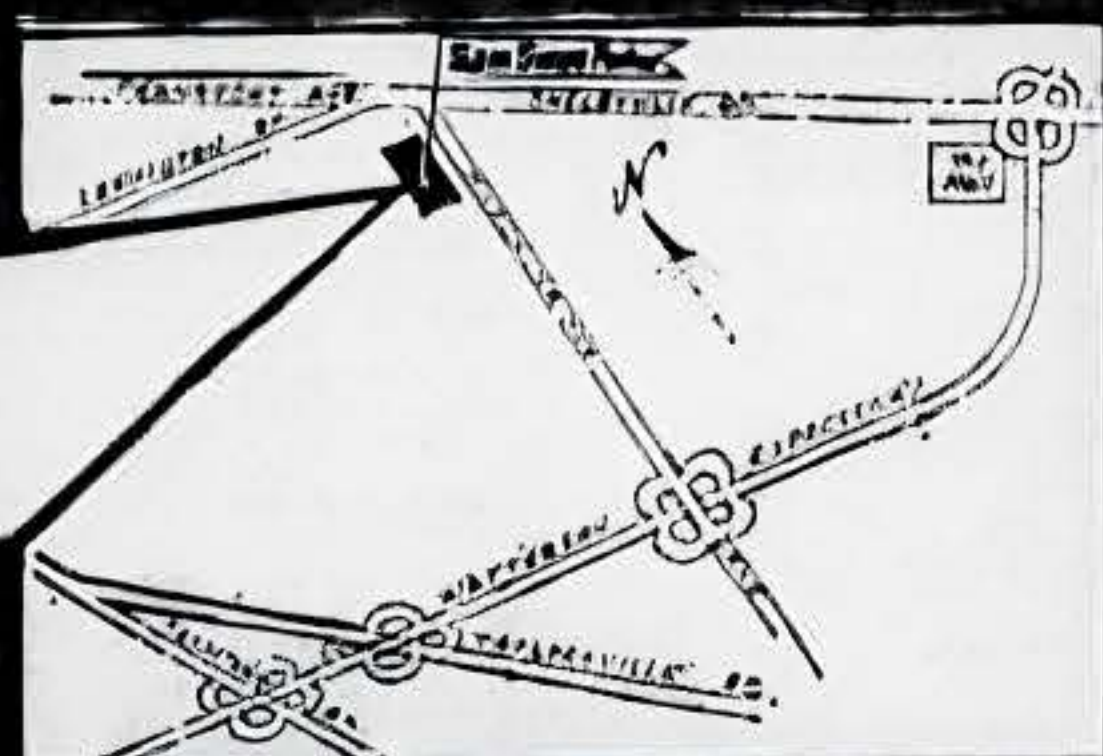
**IMMEDIATE
DELIVERY**

Swope beats even
the best deals by
\$50 to \$200

SWOPE PONTIAC'S MIRACLE TRADE-IN CHART!

YEAR	CHEVY	FORD	PLYM.	OLDS	RAMBLER	DODGE
1958	\$1300	\$1060	\$980	\$1250	\$ 900	\$ 950
1959	1630	1280	1210	1700	1150	1025
1960	1810	1420	1400	1925	1300	1275
1961	2100	1780	1650	2250	1525	1575
1962	2425	2400	2300	2600	2075	1990
1963	2975	2700	2600	3150	2350	2525

*Nobody
Walks
Away!*



**CHART YOUR
OWN DEAL...
YOU CAN GET
THIS MUCH IN TRADE
FOR YOUR PRESENT CAR:**
all trade-in prices listed
are subject to the
quality, condition and
value of your car.

